

O'BRIEN-SHERWOOD ASSOCIATES INC.
57-16 WOODSIDE AVENUE
WOODSIDE, NEW YORK 11377

AC QUESTIONNAIRE
PLAIN FILTER KING

Here are two brands of cigarettes which I am going to ask you to smoke and tell me what you think of them. You can smoke as many as you like of each. There is no need to rush. (GIVE RESPONDENT ENOUGH TIME TO MAKE A DECISION).

FIRST
CIGARETTE

First, try this one (CODE _____). (ALLOW ALL THE TIME NEEDED)

6. Now that you have tried cigarette _____, tell me which box on this card best describes how you feel about it's taste. (SHOW CARD 6 AND LEAVE WITH RESPONDENT).

Dislike it
Very Much

Neither Like
nor Dislike it

Like it
Very Much

☐
1☐
2☐
3☐
4☐
5☐
6☐
7

SECOND
CIGARETTE

Now, try this one (CODE _____). (ALLOW ALL THE TIME NEEDED)

7. Now that you have tried cigarette _____, please tell me which box on this card best describes how you feel about it's taste. (POINT TO CARD 6).

Dislike it
Very Much

Neither Like
nor Dislike it

Like it
Very Much

☐
1☐
2☐
3☐
4☐
5☐
6☐
7

TAKE BACK CARD 6

8. Comparing the taste of the two cigarettes, how would you say the first cigarette you tried, cigarette _____, compares to the second one. Is the first cigarette:

Much better tasting _____
Somewhat better tasting _____
About the same in taste _____
Somewhat worse _____
Much worse tasting _____

9. This cigarette (CODE _____) is a high tar cigarette, with more than twice the tar of the other one, which is a low tar cigarette. (POINT TO EACH AS YOU MAKE THIS STATEMENT).

Keeping this in mind, what do you think of the taste of the low tar cigarette?
Is it:

Much better than expected _____
Better than expected _____
About as expected _____
Worse than expected _____
Much worse than expected _____

10. Now that you've tried cigarette _____, which of these statements best describes how you feel about its taste. (SHOW CARD 10)

It's really good -- wish I tried one sooner _____
It's like any other low tar cigarette _____
I'm not very impressed with it _____

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11. What do you think of the smoking satisfaction that cigarette _____ delivers.
Is it:

Very satisfying _____
Satisfying _____
Neither satisfying nor dissatisfying _____
Dissatisfying _____
Very dissatisfying _____

CLASSIFICATION

Age: 18 - 35 _____ 35+ _____
Sex: Male _____ Female _____
Race: White _____ Black _____ Other _____

NAME _____ ADDRESS _____
CITY _____ STATE _____
ZIP CODE _____ PHONE NO. _____
DATE _____ INTERVIEWER _____
VALIDATION # _____ VALIDATED BY _____

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